

COPY

**RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

February 3, 1998

RJR Account #026040

Mr. F. Attea

M. ATTEA &amp; BROS.

**MARCH: WINSTON B2G1F / PROMOTION #800115**

Dear Frank:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as 60 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.)

<b>WINSTON BRAND STYLE</b>	<b>#/ Cases B1G1F (6M)</b>	<b>B1G1F UPC Code</b>	<b>#/ Cases LIVE</b>	<b>LIVE UPC Code</b>
<i>FF Box</i>	<u>2</u>	12300-11226	<u>1</u> (12M)	12300-11212
<i>Light Box</i>	<u>4</u>	12300-11926	<u>1</u> (6M)	12300-11906
<i>Ult Lt Box</i>	<u>2</u>	12300-70326	<u>1</u> (6M)	12300-70306

Product / Premium Arrival:February 23, 1998Ship Date to Retail:Week of: March 9, 1998DISPLAY DETAIL (#538994)SKU CUBE:

1.6700

SKU WT (w/o Product):

4.5000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:\$2,330.88PARTNERS 'BONUS' REPORTING DESCRIPTION'WIN MAR B2G1F'

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B1G1F

M. ATTEA & BROS.

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

**BRAND STYLES:** WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

**DISPLAY BRAND LOAD:**

**\* 4 CARTONS:**

2 WINSTON LT BOX

1 WINSTON FF BOX

1 WINSTON ULT LT BOX

*EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per ~~live 12M~~ case for all displays packed and shipped to retail on a timely basis. This equates to \$112.00 (4 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: K. Jurgensen

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALE : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>  
 TEMPLATE : 800115 80300 WIN MAR B2G1F  
 TEMPLATE SEQ : 0038  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162230	477231	ONONDAGA NATION	DBA KEVIN BUCKTOO	NEDROW	NY	13120	1				(315)469-2068
162601		492594	BISHARA BROS.	1302 PIERCE AVE	NIAGARA FALLS	NY	14301	1				(716)282-9663
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	1				(716)882-5246
162601	162626	398853	MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	14301	1				(716)282-4391
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1				(716)882-8334
162601		760242	B'S QUICK MART	1060 NIAGARA FALL	N TONAWANDA	NY	14120	1				(716)692-7271
162602		562504	HHH DELI	262 COMSTOCK AVE	BUFFALO	NY	14215	1				(716)297-6945
162603	162622	197949	JAN'S TOBACCO SHOP	383 BLOOMINGDALE	BASOM	NY	14013	1				(716)542-4006
162603	162626	303562	SMOKIN' JOES #1	2293 SAUNDERS	SANBORN	NY	14132	1				(716)297-0251
162603	162626	349196	JAY'S	5446 WALMORE RD	LEWISTON	NY	14092	1				(716)298-5324
162603	162626	349198	RANDY'S SMOKE SHOP	1325 UPPER MOUNTA	LEWISTON	NY	14092	1				(716)297-5636
162603	162626	363986	HANK'S SMOKE SHOP	CARLOW ROAD	LEWISTON	NY	14092	1				(716)297-7255
162603	162623	397467	MERRY MART	6150 SENECA ST	SPRING BROOK	NY	14140	1			026040	(716)652-9587
162603	162626	422076	NO BLANKET	2400 UPPER MOUNTA	SANBORN	NY	14132	1				(716)298-1121
162603	162626	422077	SMOKIN' JOES #4	2420 UPPER MOUNTA	SANBORN	NY	14132	1				(716)298-5717
162603	162622	526968	THE REZ/INDIAN RESV	986 BLOOMINGDALE	BASOM	NY	14013	1				(716)542-2887
162603	162626	579200	SMOKIN' JOES V	2323 SAUNDERS SET	SANBORN	NY	14132	1				(716)297-8495
162603	162626	630311	SMOKIN' JOES #3	4900 INDIAN HILL	LEWISTON	NY	14092	1				(716)754-2205
162603	162626	694032	TUSCARORA TRADING	2390 UPPER MOUNTA	SANBORN	NY	14132	1				(716)297-3549
162603	162626	790191	MIKE'S TRADING POST	2342 PRINTUP RD	SANBORN	NY	14132	1				(716)297-8277
162603	162629	745889	REECE MOBIL ONTHERU	1051 HARLEM RD	CHEEKTOWAGA	NY	14227	1		1449-0000		(716)825-0311
162603	162625	812740	RICOTA'S MARKET	206 ELK ST	BUFFALO	NY	14210	1	NYS			(716)825-9135
162603	162625	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	5	NYS			(716)853-9280
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	2	NYS			(716)823-3036
162606	162623	521674	OMNI ENTERPRISES II	11326 PARNHAM RD	IRVING	NY	14081	1				(716)934-473
162606	162623	556892	2 CLANS SMOKESHOP	RD. #1, PO BOX 24	LAWTONS	NY	14091	1				(716)337-2538
162606	162628	665431	ANTONE'S II	CENTER & BRADY ST	SALAMANCA	NY	14779	1				(716)945-1237
162606	162623	687893	NATIVE PRIDE	ROUTE 20 & MILEST	IRVING	NY	14081	1				(716)934-5130
162606	162628	767863	THE M&M SMOKESHOP	RT 17 & W.PERIMET	STEAMBURG	NY	14783	1				(716)945-7826
162606	162623	769301	SENECA BINGO	11095 ROUTE 5 AND	IRVING	NY	14081	1				(716)549-4389
162606	162623	422357	WOLF'S RUN	RT. 438	IRVING	NY	14081	1				(716)532-5646
162606	162623	440187	TRIPLE J TOBACCO	RT. 5 & MILESTRIP	IRVING	NY	14081	1				(716)934-7693
162606	162628	460523	ANTONE'S	101 CENTRAL AVE	SALAMANCA	NY	14779	1				(716)945-2472
162606	162628	480762	BEARCLAW TRADING PS	RT. 280	STEAMBURG	NY	14783	1				(716)354-4335
162606	162623	509388	ROSEINE'S	1832 BUSH RD	GOWANDA	NY	14070	1	NYS			(716)532-5833
162606	162628	324640	SENEKA SMOKE & CRAF	688 BROAD ST	SALAMANCA	NY	14779	1	NYS			(716)945-3767

PAGE BREAK TOTAL ACCOUNTS 36 TOTAL QUANTITY 41

TEMPLATE TOTAL ACCOUNTS 36 TOTAL QUANTITY 41

# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS

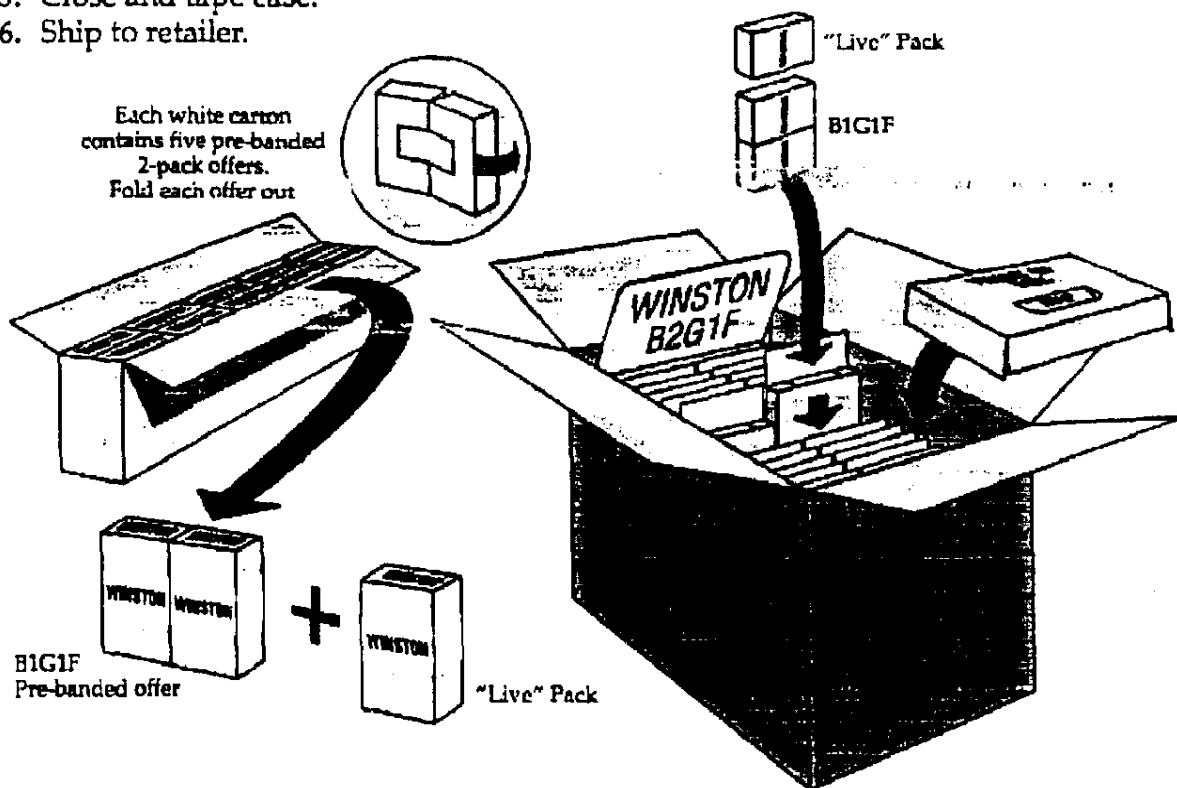
1ST QTR. '98

### March WINSTON B2G1F

(Buy 2 Packs Get 1 Free)

#### STEPS

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston Ul. Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994

Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

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# FREE pack with 2-pack purchase

Smoke this  
**FREE pack**

with 2-pack  
purchase

- Kick off March with this offer:  
Buy 2 packs. Get one free.
- Special packaging in Full Flavor,  
Lights and Ultra Lights Box Styles.
- Dramatic counter display  
and poster.
- Another No Bull 5 way to  
build traffic.

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**Winston**



SR	TERR	ACCT	FULL NAME	ADDR	CITY	STATE	VAP WHLSR	VAP WHLSR NAME	VAP SUPPLIER
162601	076920		DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	26040	M ATTEA & SONS INC	0
162601	398853		MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	26040	M ATTEA & SONS INC	0
162601	492594		BISHARA BROS.	1302 PIERCE AVE	NIAGARA FALLS	NY	26040	M ATTEA & SONS INC	0
162601	647757		G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	26040	M ATTEA & SONS INC	0
162601	760242		B'S QUICK MART	1060 NIAGARA FALLS BLVD	N TONAWANDA	NY	26040	M ATTEA & SONS INC	0
162602	562504		HHH DELI	262 COMSTOCK AVE	BUFFALO	NY	26040	M ATTEA & SONS INC	0
162603	396910		SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	26040	M ATTEA & SONS INC	0
162603	397178		HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	26040	M ATTEA & SONS INC	0
162603	397467		MERRY MART	6150 SENECA ST	SPRING BROOK	NY	26040	M ATTEA & SONS INC	26040
162603	745889		REECE MOBIL ONTHERUN	1051 HARLEM RD	CHEEKTOWAGA	NY	26040	M ATTEA & SONS INC	0
162603	812740		RICOTA'S MARKET	206 ELK ST	BUFFALO	NY	26040	M ATTEA & SONS INC	0

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